

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

LISTING OF CLAIMS:

1. (previously presented) A system of providing broadcast informations, comprising:

a receiving processing unit constructed so as to receive both program and advertisement broadcast informations, the receiving processing unit producing a combined output that contains both the program and advertisement information, as well as an ad-only output that contains only the advertisement information;

an accumulating unit that receives and accumulates the ad-only output from the receiving processing unit;

a control unit that is operable by an operator and connected to the accumulating unit, the control unit being responsive to operator input to fetch operator-selected said advertisement information from the accumulating unit and generate the operator-selected advertisement information as an output, the control unit also generating as an output reproducing instructions based on the operator input; and

a reproducing unit that receives as inputs the combined output from the receiving processing unit and the operator-selected advertisement information and reproducing instructions from the control unit;

wherein the reproducing unit produces at a single output for the operator either the combined output or the operator-selected advertisement information in accordance with the operator input.

2. (previously presented) The system as claimed in claim 1, wherein the control unit controls the reproducing unit to discontinue a current production of combined output and in place re-produce the operator-selected advertisement information upon receipt of an interruption instruction from the operator.

3. (previously presented) The system as claimed in claim 1, wherein the receiving processing unit recognizes an identification code allocated to the broadcast advertisement information for extracting only the advertisement information from the program and advertisement broadcast information.

4. (previously presented) The system as claimed in claim 3, wherein the program and advertisement information are broadcast via one of radio-broadcasting and television-broadcasting.

5. (previously presented) The system as claimed in claim 1, wherein the receiving processing unit recognizes a predetermined frequency signal allocated to the advertisement information for extracting only the advertisement information from the program and advertisement broadcast information.

6. (previously presented) The system as claimed in claim 5, wherein the program and advertisement information are

broadcast via one of radio-broadcasting and television-broadcasting.

7. (previously presented) The system as claimed in claim 1, wherein the control unit fetches the operator-selected advertisement informations from the accumulating unit in accordance with a predetermined description of an attribute for producing the advertisement information.

8. (previously presented) The system as claimed in claim 7, wherein the predetermined description of an attribute is a first type attribute to produce the advertisement information always included with broadcasts of a predetermined broadcast program.

9. (previously presented) The system as claimed in claim 8, wherein the advertisement information is produced repeatedly in accordance with the first type attribute.

10. (previously presented) The system as claimed in claim 7, wherein the predetermined description of attribute is a second type attribute to produce one time the advertisement information at a predetermined normal speed until reaching an end of the advertisement information.

11. (previously presented) The system as claimed in claim 10, wherein the advertisement information is produced repeatedly in accordance with the second type attribute.

12. (original) The system as claimed in claim 1, wherein the reproducing unit comprises at least one of a voice output unit, a display unit and a printing unit.

13. (previously presented) The system as claimed in claim 1, wherein the receiving processing unit distinguishes the extracted advertisement information into both guidance information which corresponds to only an initial part of the extracted advertisement information and full information which corresponds to an entirety of the extracted advertisement information, and the accumulating unit accumulates the guidance information and the full information separately, and the control unit transfers the guidance information to the producing unit to produce the guidance information to wait for an operator's request for producing the full information, before the control unit transfers the full information to the producing unit to produce the full information only upon receipt of the operator's request.

14. (previously presented) The system as claimed in claim 1, wherein the control unit selectively controls the producing unit to produce the advertisement information at a normal speed, to discontinue the production temporarily, to discontinue the production permanently, to turn back toward a beginning of the advertisement information, to produce the advertisement information at a higher speed than the normal speed, to turn back frames of the advertisement information, to

advance forward the frames of the advertisement information, and to repeat producing the advertisement information.

15. (previously presented) The system as claimed in claim 14, wherein the control unit comprises an indicator panel arranged to be directly touched by the operator.

16. (previously presented) The system as claimed in claim 14, wherein the control unit comprises a wireless remote controller.

17. (previously presented) The system as claimed in claim 14, wherein the control unit comprises a wired remote controller.

18. (original) The system as claimed in claim 14, wherein the control unit comprises a voice access controller having a voice-recognition processor.

19. (previously presented) The system as claimed in claim 1, further comprising a timer connected to the control unit for counting a time from the accumulation of the advertisement information and informing the control unit of a counting time to enable the control unit to instruct the producing unit to produce the advertisement information when a predetermined time has passed from the accumulation of the advertisement information.

20. (previously presented) The system as claimed in claim 1, wherein the controller has an additional function of a timer for counting a time from the accumulation of the advertisement information to instruct the producing unit to

produce the advertisement information when a predetermined time has passed from the accumulation of the advertisement information.

21. (original) The system as claimed in claim 1, wherein the system is loaded on a vehicle.

22-34. (canceled)

35. (previously presented) A system for selectively experiencing broadcast program and advertisement information comprising:

receiving means for receiving a broadcast stream that includes both program information and advertisement information, generating a combined stream that includes both the program information and the advertisement information as they are broadcast, and generating an ad-only stream that includes only the advertisement information;

storage means for receiving the ad-only stream and storing the advertisement information contained therein;

control means for fetching at least one selected portion of the advertisement information stored in the storage means in accordance with user input, and sending the at least one selected portion with a control signal in accordance with the user input; and

producing means for producing final output that can be at least one of heard and viewed by the user, wherein the final output is either the combined stream representing the current

broadcast program and advertisement information or the at least one selected portion of the advertisement information as determined by the control signal from the control means.

36. (previously presented) The system of claim 35, wherein broadcast stream received by the receiving means is digital, the combined stream is analog, and the ad-only stream is digital.

37. (previously presented) The system of claim 36, wherein the at least one selected portion sent from the control means to the producing means is sent digitally.

38. (previously presented) The system of claim 35, wherein the storage means is arranged as a memory stack, so that newly added said advertisement information is stored on a top of the memory stack, and oldest said advertisement information stored at a bottom of the memory stack is disposed of if the memory stack is full when it is time to add a new said advertisement information.